

April 2015

# 4-H 238 4-H Computer Art Manual : Basic Guidelines for Computer Poster Art

Bill Glaesemann

Bill Pugsly

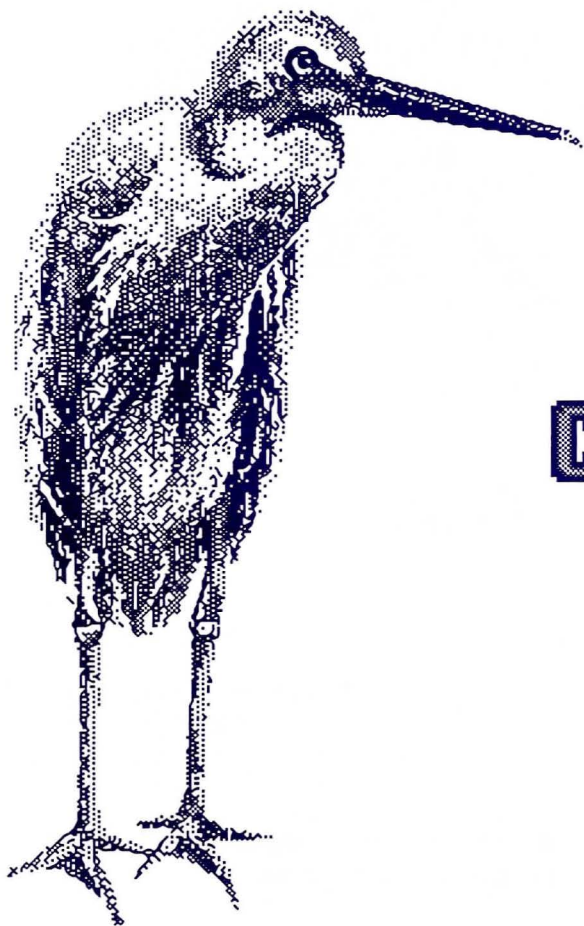
Follow this and additional works at: <http://digitalcommons.unl.edu/a4hhistory>

---

Glaesemann, Bill and Pugsly, Bill, "4-H 238 4-H Computer Art Manual : Basic Guidelines for Computer Poster Art" (2015). *Nebraska 4-H Clubs: Historical Materials and Publications*. 350.  
<http://digitalcommons.unl.edu/a4hhistory/350>

This Article is brought to you for free and open access by the 4-H Youth Development at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in Nebraska 4-H Clubs: Historical Materials and Publications by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.

CYT  
S  
533  
F66N42  
no. 236



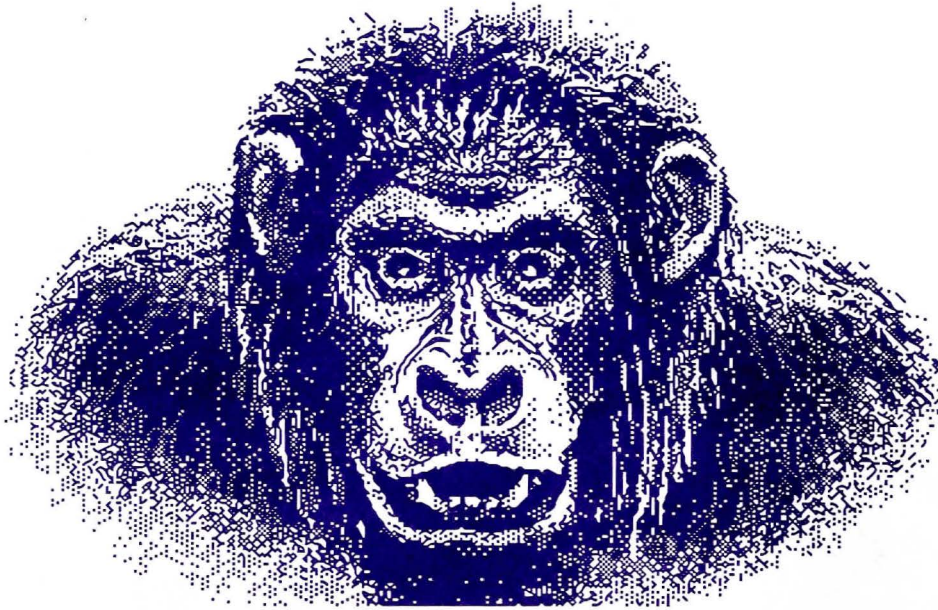
# 4-H COMPUTER ART MANUAL

## Basic Guidelines for Computer Poster Art



Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Leo E. Lucas, Director of Cooperative Extension Service, University of Nebraska, Institute of Agriculture and Natural Resources.





## ACKNOWLEDGEMENTS

This manual was initially developed by Bill Glaesemann and Bill Pugsley for use by the Bits and Bytes 4-H Club of Lancaster County, Nebraska. The gorilla was taken from "Clickart" by T/Maker Graphics.

The Cooperative Extension Service provides information and educational programs to all people without regard to race, color, national origin, sex or handicap.



# 4-H COMPUTER ART MANUAL

## INTRODUCTION

Computers have become very common place in businesses and schools and are finding their way into an increasing number of homes. Most computers are used for mundane tasks such as developing budgets and maintaining inventories. Home computers are often used to play games. Computer Art is another way to use the computer and it offers the artist another medium in which to create art. 4-H Computer Art is intended to give you, the 4-H member, an opportunity for self-expression while learning more about computers. This manual is only meant to give you a few basic guidelines. You must develop your own original approach.

## THE PURPOSE OF 4-H COMPUTER ART

4-H Computer Art provides an opportunity for you to express your ideas on what 4-H means to you using your computer.

Computer Art will give you an opportunity to promote 4-H and computers through your artistic talents and ability to use a computer. There are three categories of Computer Art:

1. Beginning Posters which uses simple print statements to create a poster.
2. Application Posters using one (or more) of the software packages available for drawing things.
3. Advanced Posters made by writing a program to print it out.

## HOW POSTERS COMMUNICATE

A poster is more than a badge or a street sign, it suggests action. Signs attract attention in order to identify something, offer directions, or issue a command. A poster does more, it tells you to act now.

Charts usually require a person to explain them. A good poster is self-explanatory: it speaks for itself.

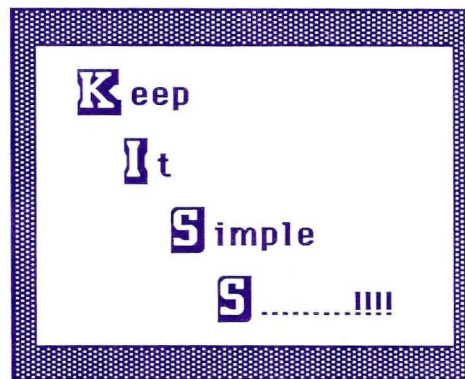
Posters make people Stop; Read; and Remember. Effective posters; 1) attract attention; 2) focus your interest on the idea; and 3) sell you on taking action.

## PLANNING AND DESIGNING YOUR POSTER

You must plan the kind of poster you want, the size you want it to be, and the materials you

want to use, i.e., the type and color of paper and the color of ribbons (or pens, if you have a plotter).

Make your poster say something. Effective posters should have one main idea.



You must have the idea for the poster clearly in mind before you start. Know what you are trying to tell the people. Whom do you want to read the poster? What is it that you want them to know or do?

Think about the basic layout before you start. It is best to make a sketch of how it should look before you start.

Keep in mind the colors and the materials you plan to use.

Make your message brief and direct. A person should be able to read it at a glance.

Search out and use information that the viewer can identify with his own interests, experiences, and needs. Examples of phrases that help do this are "something for you" and "how to make your community shine".

When planning a poster:

1. Find out who the viewers will be.
2. Decide what you want to them to know.
3. Decide what you want them to do.
4. Think of a clever theme or slogan.
5. Limit your effort to one main idea.
6. Make a small rough sketch.

A successful poster must:

1. Catch the eye of the passerby.
2. Be simple and clear. The idea should be clear at a glance. Don't be too wordy.
3. Impress an idea (or fact) upon the viewer.
4. Stimulate the viewer to support your idea.

After you decide on an idea for your poster, you may need help. An older 4-H member, your 4-H leader, or your parents can help you. Your school art teacher might advise you about design and layout. The teacher might even be happy to have some practical work for the art class. Remember, before you ask for help, you must



have a well-planned idea, the person helping you is not supposed to give you an idea, only help with the format or layout of the poster.

With all the planning completed, you can now put your expression together in the final poster. Above all else, take pride in your work. It is not important that someone else in the club may have already mastered the art of making computer posters. It is important that you develop your own skills. Computer Art is a way to express your philosophy to others and develop your skills in arts and crafts and using a computer. Good Luck!!

### CHOOSING MATERIALS

With posters done by computer, the type of lettering and color of the lettering, objects and paper is only restricted by what is available for your printer or plotter. The use of colored ribbons or paper open completely new dimensions to Computer Art.

### SELECTING COLORS

Selecting colors can be tricky. Avoid combinations such as blue on orange, red on green, purple on yellow or vice versa. Color combinations affect how easily the poster is read as well its overall presentation to the viewers.

Use **DARK** on **LIGHT**

Use **LIGHT** on **DARK**

**AVOID SIMILAR TONES**

**OR CLASHING COLORS**

You might want to involve members of your club in an experiment that would help everyone understand the effects of various color combinations. Print different colored letters the same size on different colored backgrounds. (Or you can make them out of construction paper.) Hold the background and the letters a varying distances from the group. Which are easiest to read? Which becomes more difficult to read as the distance increases? What do you think makes the

difference? Use the information gained from your experiment to select the colors for your poster.

Two or three colors are usually enough unless you deliberately use more to accent objects in the poster, as in a rainbow theme, for example. (Don't discount black and white, they are very effective when used in a poster.) Beware of clashing colors (colors that don't match). Colors that are too near in value (the amount of lightness or darkness) at the line where they meet will appear to vibrate. Make sure that the printer ink doesn't change to some undesirable color because it combines with the background color of the paper. Colors with similar values will also appear to be near the same shades of gray in a black and white photograph.

Contrast is one of the most important parameters in determining color combinations for posters. Use dark ink on light background paper or light ink on dark paper. Experiment with color until you find a combination that is pleasing, suitable for your subject matter, and easy to read.

### PLANNING YOUR LETTERING

Small letters are easier to read than capitals. Use capitals only when emphasizing an important point or to add variety to your poster. Keep written material to a minimum. Use only headings and captions necessary to make your point. Save fancy or script letters for catching the attention of the viewer.

The ratio of a letter's height to its width (using a capital as a guide) usually should be about five to three. Judge the size of lettering by the intended size and use of the poster. For example, on 22 X 28 inch poster, the largest letters should be about 3.5 inches high and 2 inches wide; the smallest not less than one half inch high.

#### Letter Sizes and Their Effectiveness

<u>Size</u>	<u>Viewing Distance</u>
1/4"	8 ft.
1/2"	16 ft.
1"	32 ft.
2"	64 ft.

Plan where you want to place your letters so that they don't distract from your art work. You may want to leave extra space between words so that they will be easier to read. Make sure you will be understood. You may not want to use lettering if your art clearly presents your message. If your sketch appears overcrowded, then your poster will probably be the same way. Leave a space (margin) around the edges of your poster. A poster that has information out to the edges becomes too cluttered to read, and is usually unattractive.



If there is a lot of lettering, it should be grouped to form your message. Words can be grouped in a area to provide the same emphasis, be sure to leave enough space between lines for easy reading. Use different size letters for items of different importance. Look over your sketch, remove anything that is not important to communicate your message. The poster must be "tied together" for the greatest impact. Remember the viewer must read, and understand your message at a glance.

### SELECTING POSTER SIZE

When a poster is used to communicate something to its viewers, size is determined by where you display it. Small posters (10 by 14 inches) are all right in a corridor. Posters that are used outside must be large enough to attract attention at greater distances. When it is being done for a 4-H competition, the minimum size for a Computer Art poster is determined by the class of poster.

### 4-H COMPUTER ART CONTESTS

Three classes of posters have been established:

POSTER CLASS TITLE	MINIMUM SIZE	BORDER
Beginning Posters	8 X 10 "	1"
Application Posters	10 X 16"	2"
Advanced Posters	8 X 10"	1"

The Beginning Posters class is designed for those individuals who do not have access to graphics application software and have limited programming experience. The poster will be created using print commands. The use of logic statements in the program is not allowed. A listing must be submitted with the poster.

The Applications Posters class is designed for those individuals who have access to graphics software. This class is unrestricted in how many applications or types of equipment are used.

The Advanced Posters class is designed for those individuals who want to program a poster. The program printing the poster must use logic statements. A listing must be submitted with the poster.

It is recommended that the last two classes be divided according to age. Other considerations include the type of output devices, e.g., output from a dot matrix printer may not be able to compete with a poster generated on a plotter, an ink jet or a laser printer.

Only one entry per 4-H member per class is allowed. Members entering the Advanced Posters class may not enter the Beginning Posters class.

Posters may be in a horizontal or vertical format. Horizontal posters are more useful since they would be a better choice for television display.

Cartoon figures that are copyrighted i.e., Garfield, Snoopy, Mickey Mouse, Superman, etc., cannot be used. Cartoon figures originated by the 4-H member are acceptable.

The 4-H member's name, age, address, county and a brief statement describing the theme of the poster must be attached to the back of the poster.

### JUDGING 4-H COMPUTER ART

The following is the recommended 4-H Computer Art scoring criteria. The actual score sheet should be developed to meet local requirements.

A. Information given and idea expressed. (50 points)

1. Theme. Does the poster attract attention, focus your interest on the idea, motivate you to action? Is the message direct? Score range: 0-25

2. Simplicity. Is the poster limited to one idea and readable at a glance? Score range: 0-10

3. Originality. Does the poster convey an original idea? Score range: 0-15

B. Art, design and lettering. (40 points)

1. Composition. Is the poster well balanced and neatly done? Is lettering neat and large enough to be easily read? Is the letter height to width ratio adequate? Are letters spaced properly? Are different textures or patterns and shapes used to add variety? Is the poster size and border in accordance with contest rules? Score range: 0-20

2. Colors. Are color combinations pleasing? Is there enough contrast to be readable? Are colors used for emphasis? Score range: 0-10

3. Originality. Does the poster cause viewers to stop and read it? Is originality used in the design of the poster to catch the viewers attention? Score range: 0-10

C. Construction. (10 points)

1. Are the printed sheets neatly mounted to the poster board? Is the print sharp and clear? Score range: 0-5

2. Shipping and handling. Is the poster mounted on durable material? Score range: 0-5